NEWSPAPER ADS, FLASH WINDOW STREAMERS, STORE DISPLAYS SET

Aladdin® Lamps

ALL SET TO GO!

60,000 DEALERS ARE READY FOR YOUR "ALADDIN" TIEUP!

The man who sells Aladdin Lamps in your town is waiting for you to call on him. He's ready to cooperate with you on what can well be called one of the soundest, the most beautifully prepared exploitation tieups in many years of picture business and store merchandising.

The two display ads you see on this page are on the Aladdin Lamp dealer's desk in mat form—ready to go! The two-colored streamer pictured is ready to go up in his show window and on inside display locations the moment you give him word of your playdate.

Credit goes to Aladdin Industries, Inc., whose product is sold in 60,000 stores from coast to coast, for making these accessories available to their many dealers. And you can prove your own showmanship by adding to the tieup in cooperation with your local dealer. Surround the window display of Aladdin Lamps with posters, stills and tie-in copy on your "Aladdin and His Lamp" booking.

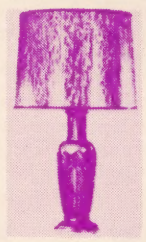
It is seldom that a motion picture is backed with such genuine merchandising promotion as this. It is seldom that a theatre manager is given such tools with which to display his showmanship.

HOLLYWOOD STAR, PATRICIA MEDINA, NOW APPEARING IN "ALADDIN AND HIS LAMP" CHOOSES A MODERN ALADDIN LAMP FOR HER HOME

Lovely Patricia Medina, new Monogram Pictures' featured player now co-starring with John Sands in "Aladdin And His Lamp" creates home magic with a modern Aladdin Lamp. Using the slogan "Magic in your home," Aladdin Lamps are nationally advertised and sold from coast to coast. Glamorous Patricia thoroughly enjoyed the movie magic of the oriental Aladdin lamp used in her current production, but chooses Aladdin Lamps, American Style, when selecting lamps for her home. Modern and traditional Aladdin Lamps are now on display at STORE NAME AND ADDRESS and in the lobby of the NAME Theatre where "Aladdin And His Lamp" is the featured picture.

Dealer Ad No. E-231
2 col. x 85 lines

Don't miss this all-color movie . . . the entire family will enjoy it. And don't miss our special display of modern and traditional *Aladdin* table, floor and boudoir lamps. The lamps you've seen in Better Homes and Gardens, House Beautiful and American Home. Wonderful variety . . . amazingly low in price.

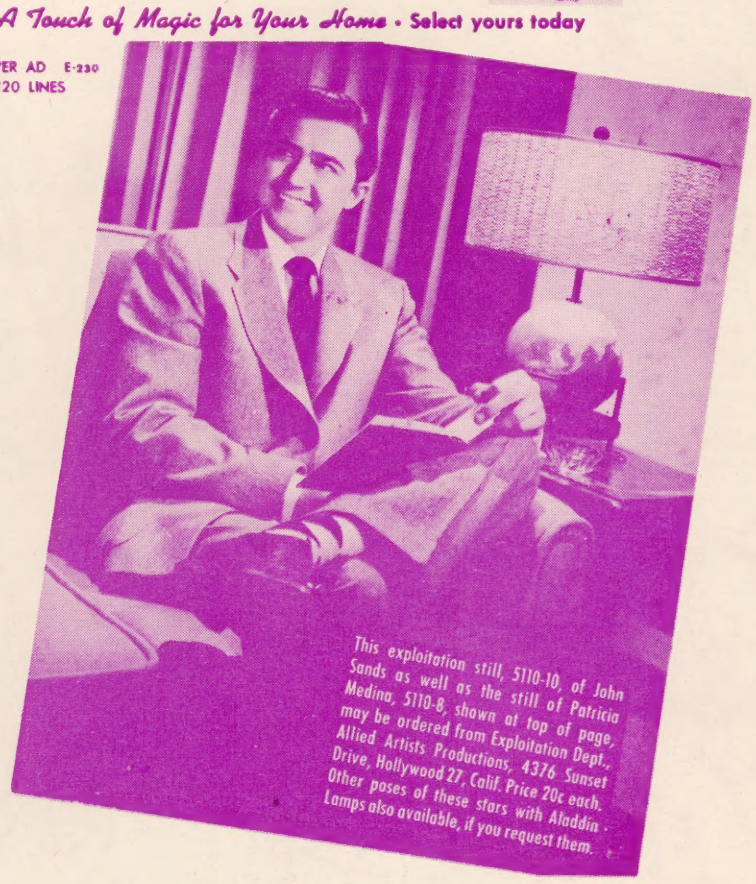


A Touch of Magic for Your Home • **Select yours today**

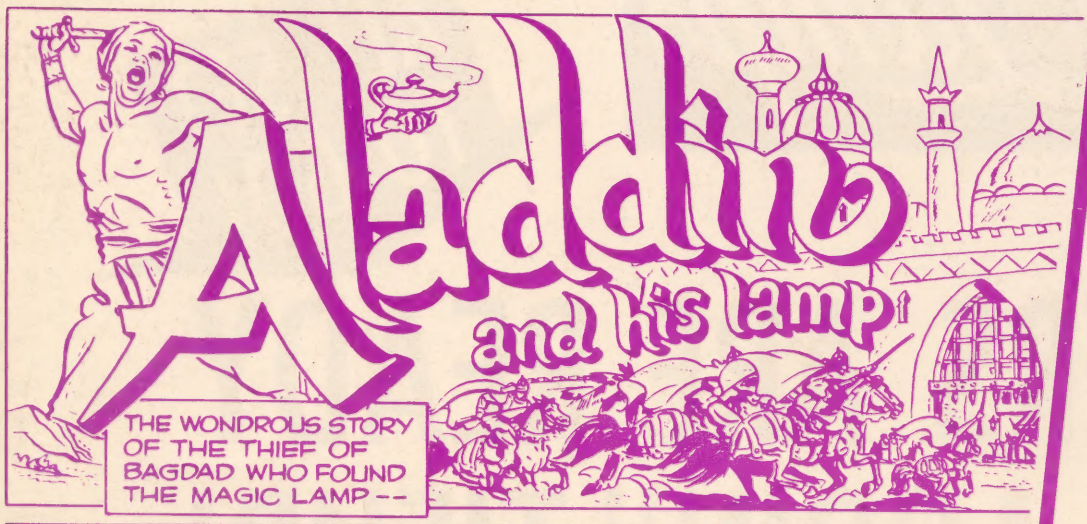
DEALER NEWSPAPER AD E-230
3 COL. x 120 LINES

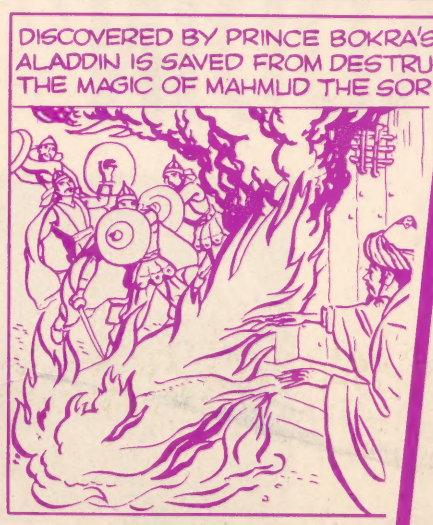
DEALERS' WINDOW STREAMERS

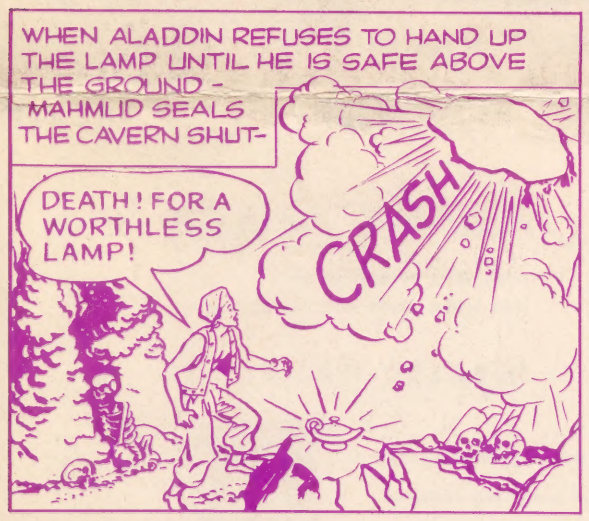
There's Magic in lovely Aladdin® Lamps
Nationally Advertised Table and Floor Lamps
SEE the exciting movie . . . Aladdin and his lamp
MONOGRAM PICTURE
with JOHN SANDS and PATRICIA MEDINA
Beautiful Patricia Medina, star of "Aladdin and His Lamp," with one of her smart new Aladdin table lamps
COME IN . . . See these wonderful Aladdin Lamps for yourself!

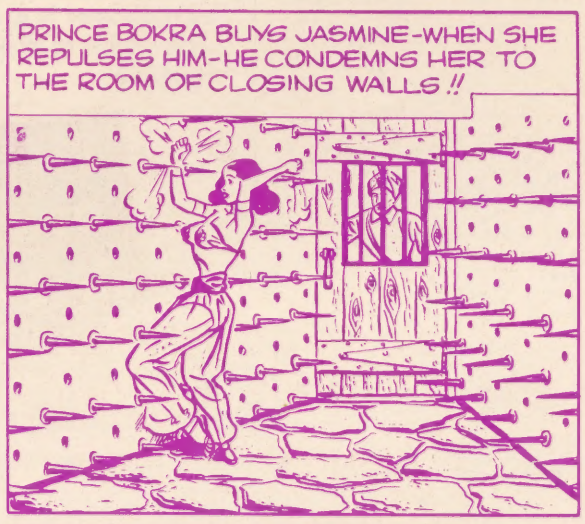


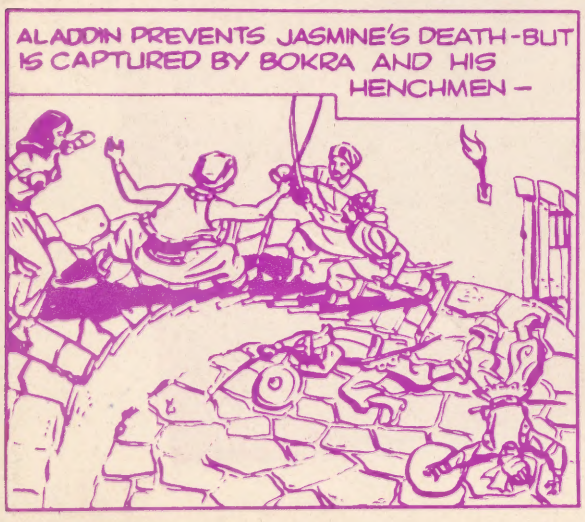
This exploitation still, 5110-10, of John Sands as well as the still of Patricia Medina, 5110-8, shown at top of page, may be ordered from Exploitation Dept., Allied Artists Productions, 4376 Sunset Drive, Hollywood 27, Calif. Price 20c each. Other poses of these stars with Aladdin Lamps also available, if you request them.

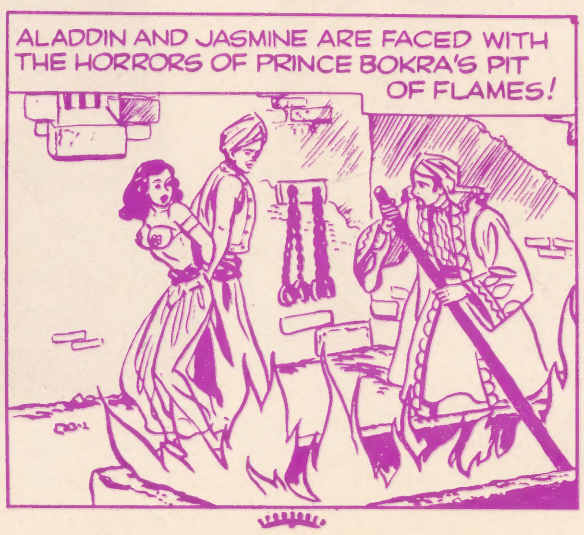





WHEN ALADDIN REFUSES TO HAND UP THE LAMP UNTIL HE IS SAFE ABOVE THE GROUND -
MAHMUD SEALS THE CAVERN SHUT-
DEATH! FOR A WORTHLESS LAMP!
CRASH







TO SEE MORE SENSATIONAL ESCAPADES OF ALADDIN AND 1001 THRILLS OF THE ARABIAN NIGHTS -DON'T MISS "ALADDIN AND HIS LAMP" IN COLOR AT YOUR FAVORITE MOVIE THEATRE !!!

GIANT 4-COLOR COMIC PAGE STYLE HERALD!

Tabloid Newspaper Size - - 11 x 16

14 Panels of Illustrated Action

Plenty of Space for Local Imprint

$5.75 PER THOUSAND
IN LOTS OF 10 THOUSAND OR MORE

$6.00 PER THOUSAND
IN LOTS OF 1 TO 9 THOUSAND

Prices Are F.O.B. Cleveland, Ohio
Shipping Charges Will Be C.O.D.

CHECK OR MONEY ORDER
MUST ACCOMPANY ORDERS

Order directly from

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